

SYSTEM AND METHOD FOR VISUALIZING USER ACTIVITY

Todd J. McGuire

卷之三

1/12

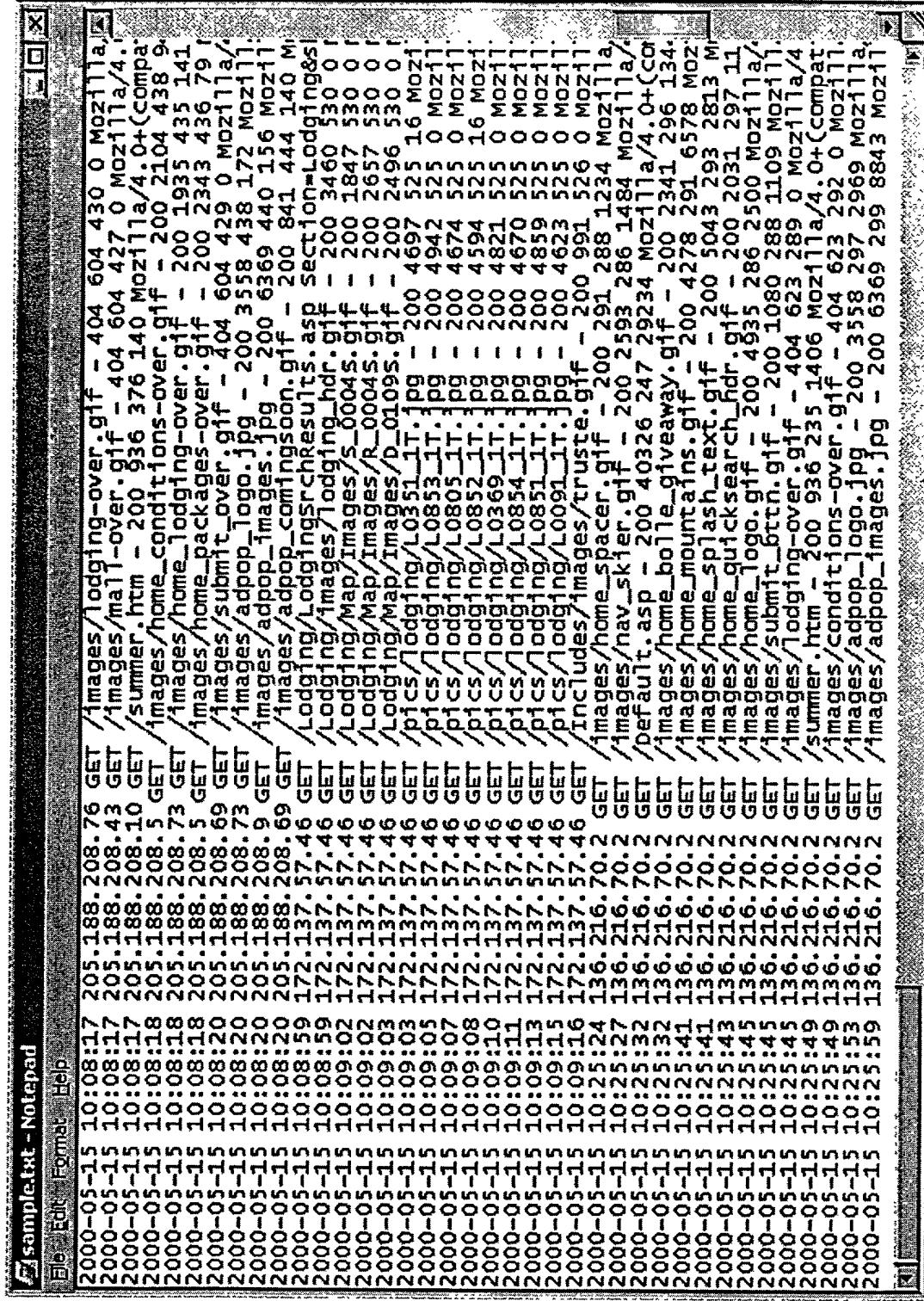


FIGURE 1
PRIOR ART

SYSTEM AND METHOD FOR VISUALIZING USER ACTIVITY

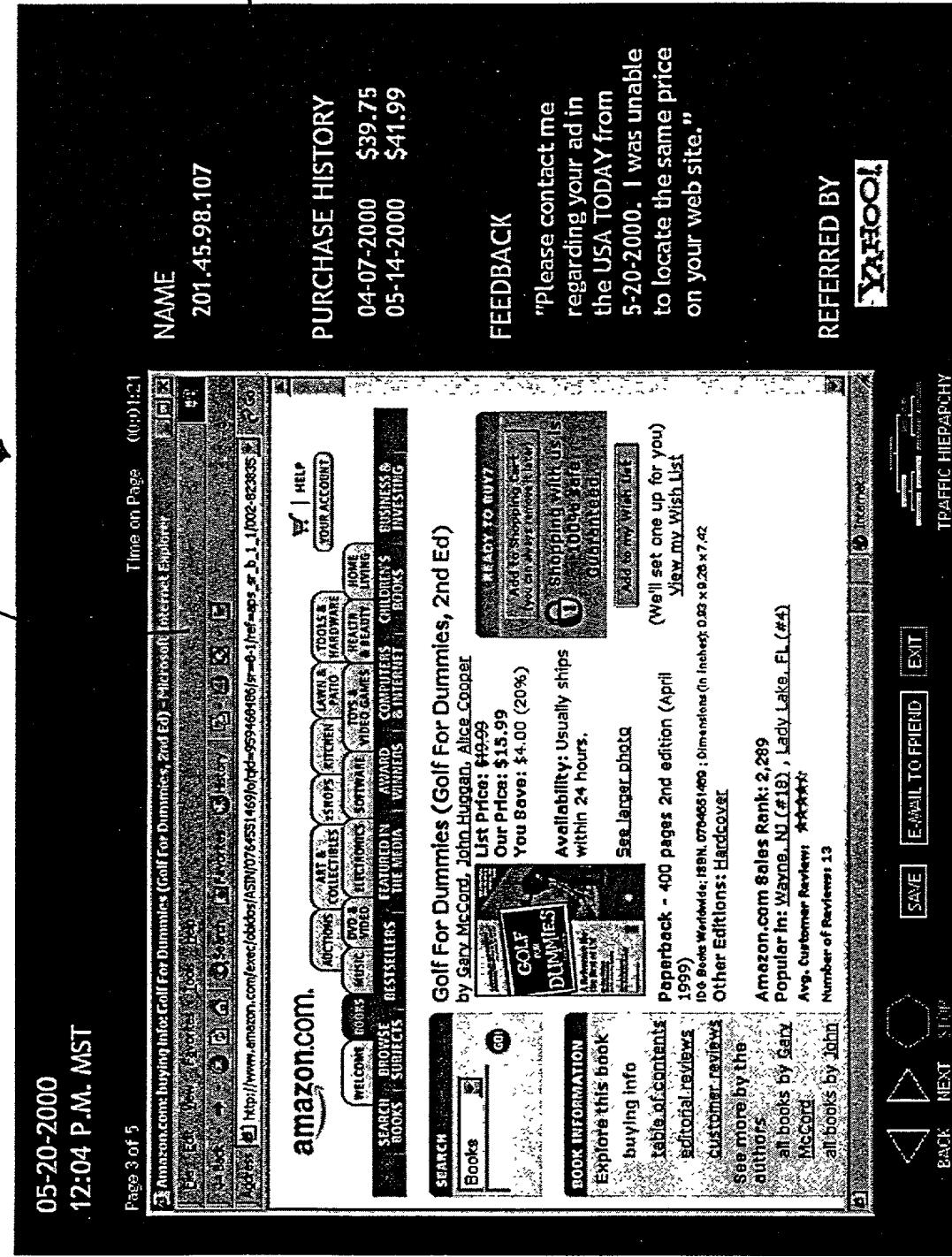
Todd J. McGuire

Attorney Docket No. 5266.02

FIGURE 1

206

2/12



05-20-2000
12:04 P.M. MST

205

202

208

206

207

209

210

211

212

SYSTEM AND METHOD FOR VISUALIZING USER ACTIVITY

Todd J. McGuire

Attorney Docket No. 5266.02

Visitor Session #4

4/12

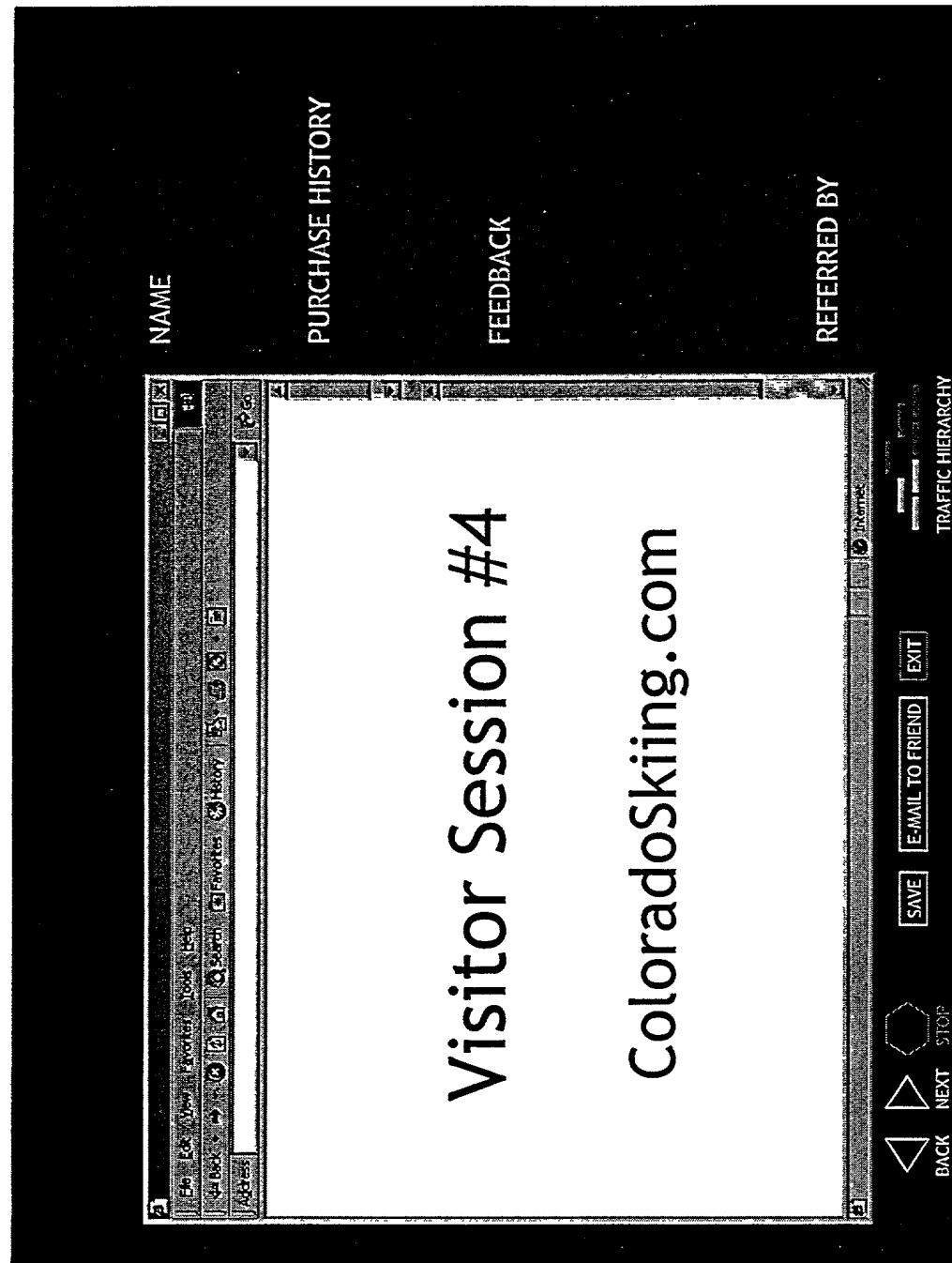


FIGURE 3A

5/12

01-21-2000
04:12 P.M. MST

Page 1 of 2

Time on Page 00:00:19

NAME Heather Bolden

Colorado Skiing Offers Ski School, ski trips, snowboarding, and Colorado ski vacations for trip : Meroville Interiors

12-14-1999 \$1,492.31

PURCHASE HISTORY

FEEDBACK

WIN!

ROLLE EYEWEAR
CLACK HARRIS

WHERE TO SKI
Lodging
Air Travel
Ground Trans
Restaurants
Lift Tickets
Ski Rentals
Activities
Trip Insurance
View Itinerary
Members
Cool Stuff
Weather
Contact Us
Help

BOOK
ONLINE in
REAL TIME

... really!

LodgingQuickSearch

SKI AREA Select an area...

CHECK IN May	28
CHECK OUT May	29

SUBMIT

Not sure where to stay? Check out WHERE TO SKI.

REFERRED BY

TRAFFIC HIERARCHY

BACK **NEXT** **STOP** **SAVE** **E-MAIL TO FRIEND** **EXIT**

FIGURE 3B

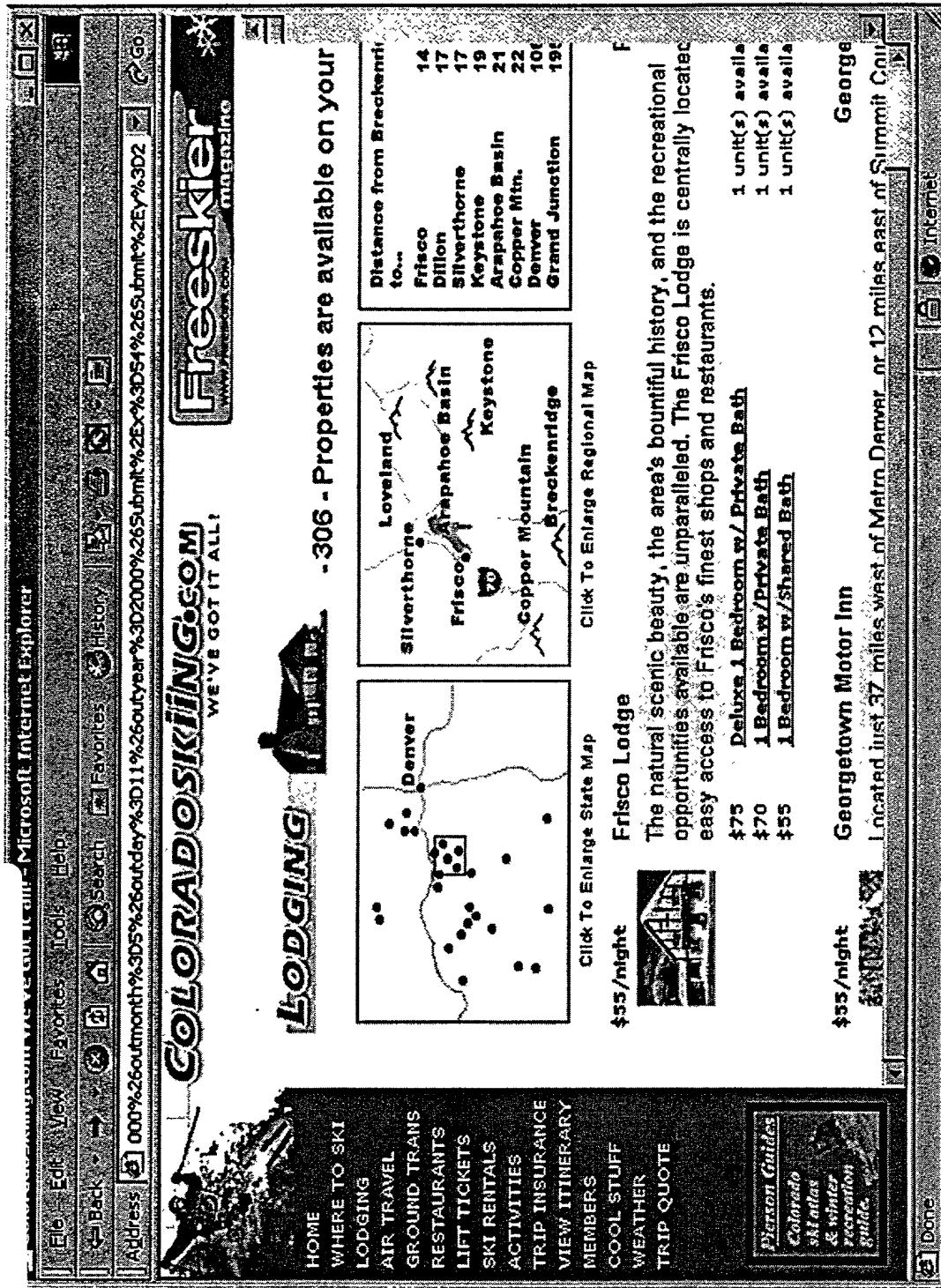


FIGURE 3C

W O R K I N G T E C H N O L O G Y

7/12

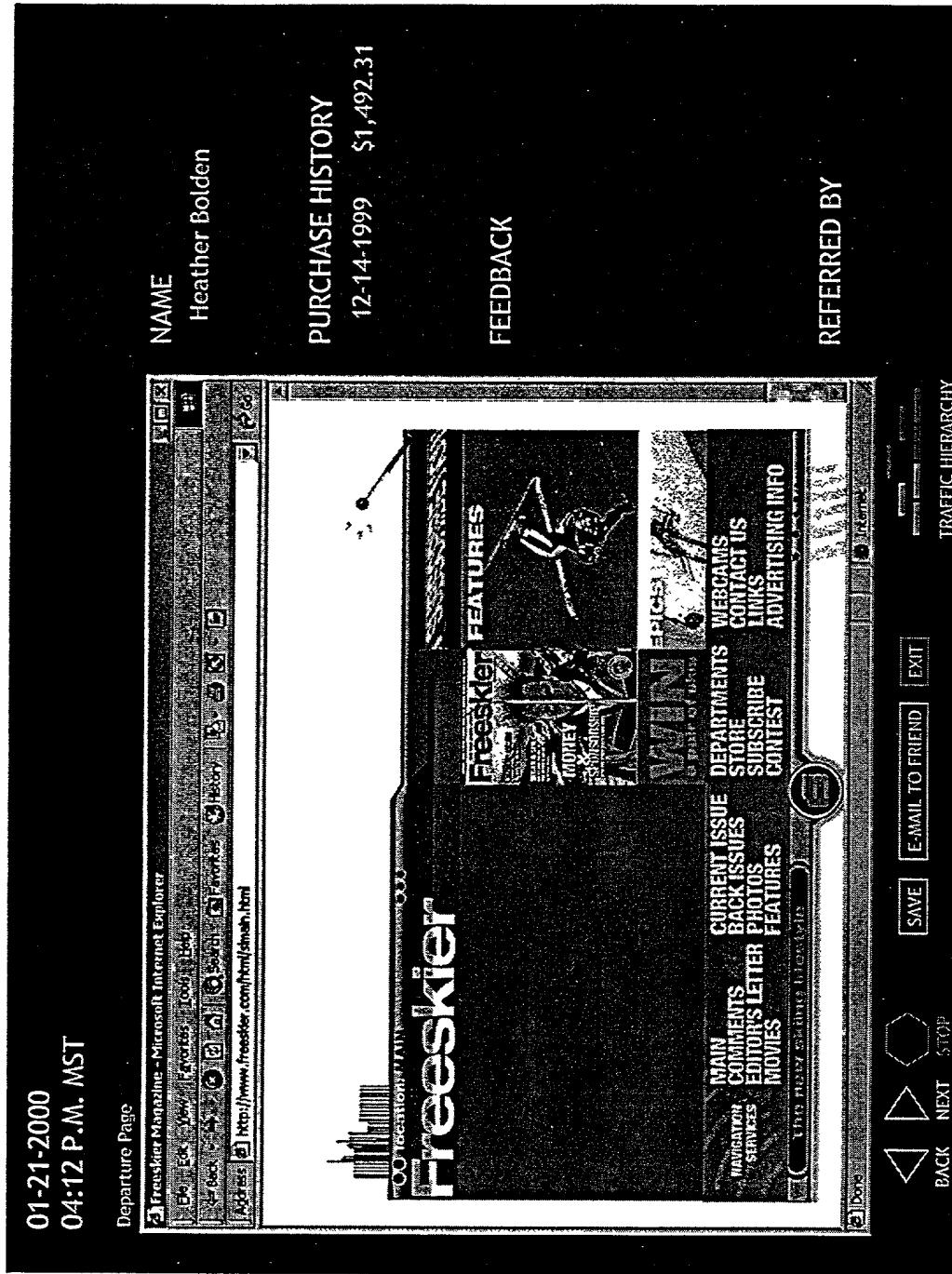


FIGURE 3D

8/12

05-20-2000
10:25 A.M. MST

Page 4 of 4

Time on Page 00:01:24

NAME Heather Bolden

PURCHASE HISTORY

FEEDBACK

Visitor #4 Left Site

Total time on site: 00:25
Number of pages viewed: 2
Reason for leaving: Freeskier banner ad

Freeskier

Additional Notes: 198 lost visitors to this ad

REFERRED BY

TRAFFIC HIERARCHY

BACK △ STOP □ E-MAIL TO FRIEND EXIT

FIGURE 3E

SYSTEM AND METHOD FOR VISUALIZING USER ACTIVITY

Todd J. McGuire

Attorney Docket No. 5266.02

9/12

↙ 400

NUMBER OF PAGE VIEWS

10

100

1,000

10,000

100,000

Traffic Distribution

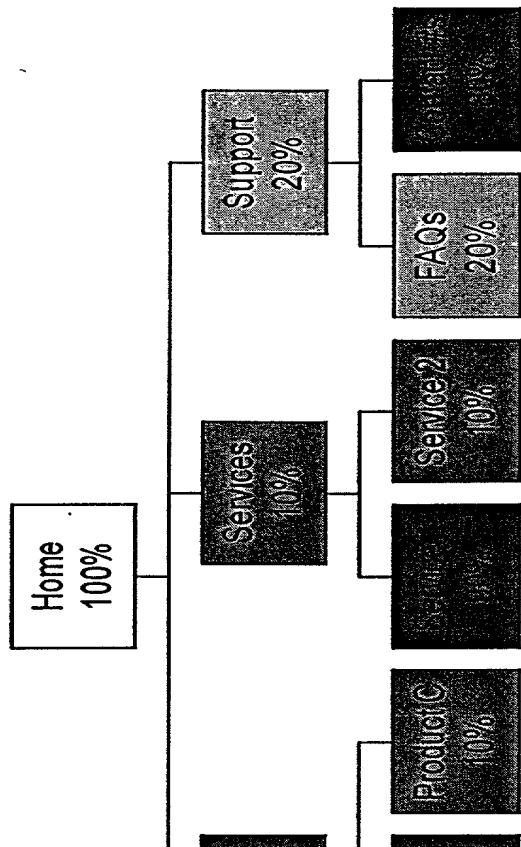


FIGURE 4

SYSTEM AND METHOD FOR VISUALIZING USER ACTIVITY

Todd J. McGuire

Attorney Docket No. 5266.02

10/12/2000

10/12

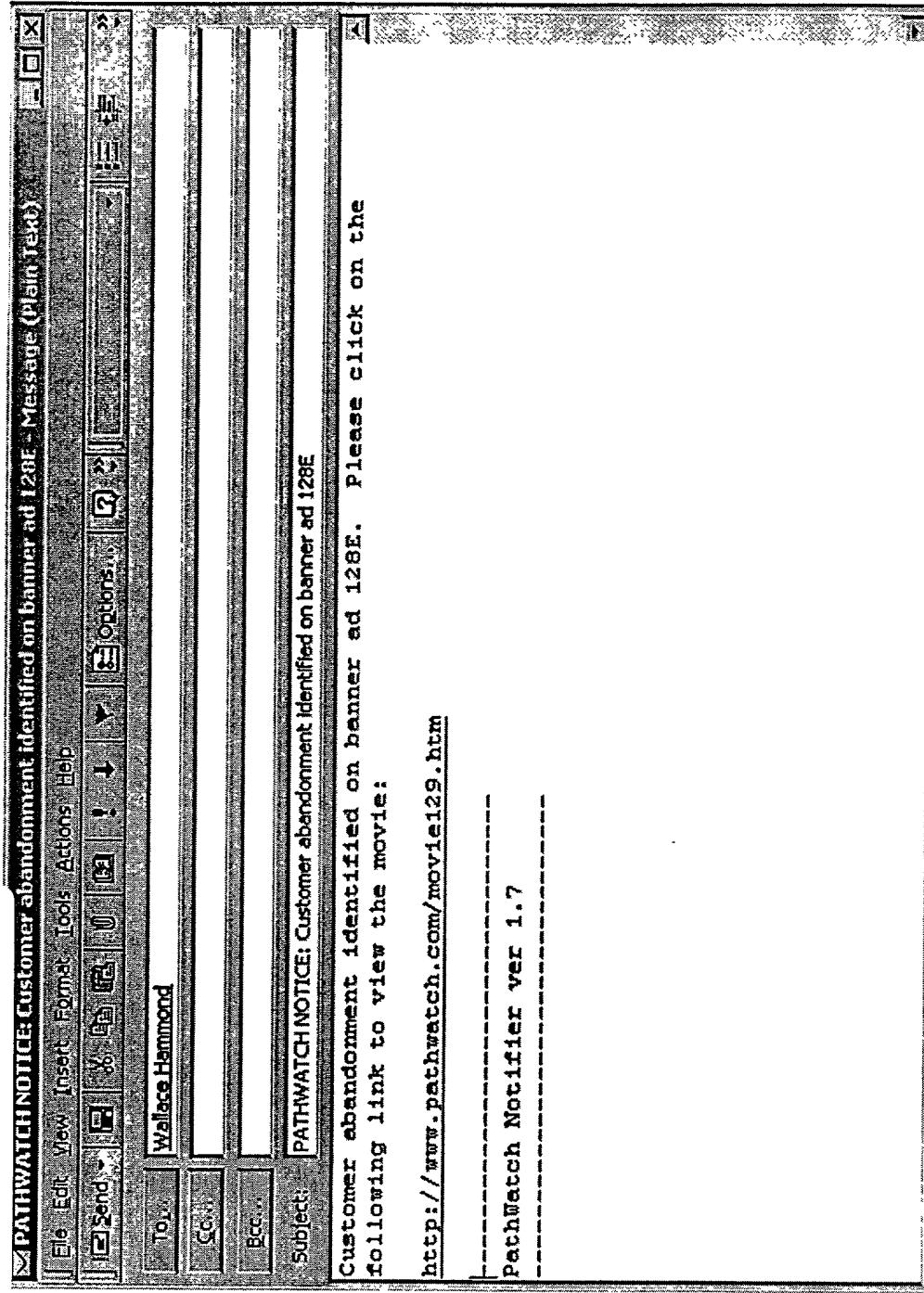


FIGURE 5

11/12

600

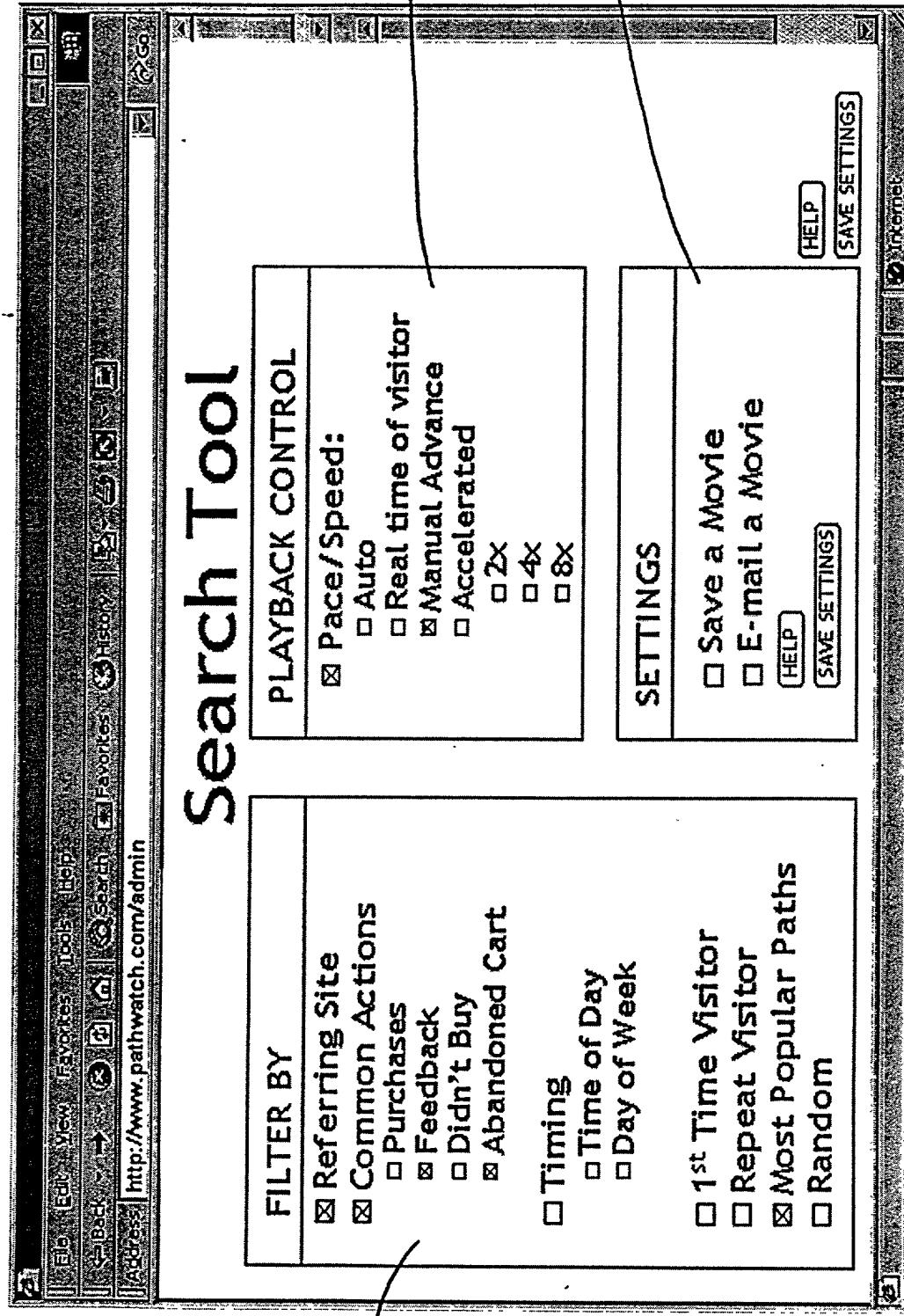


FIGURE 6

SYSTEM AND METHOD FOR VISUALIZING USER ACTIVITY

Todd J. McGuire
Attorney Docket No. 5266.02

1000 200 400 600 800 1000

12/12

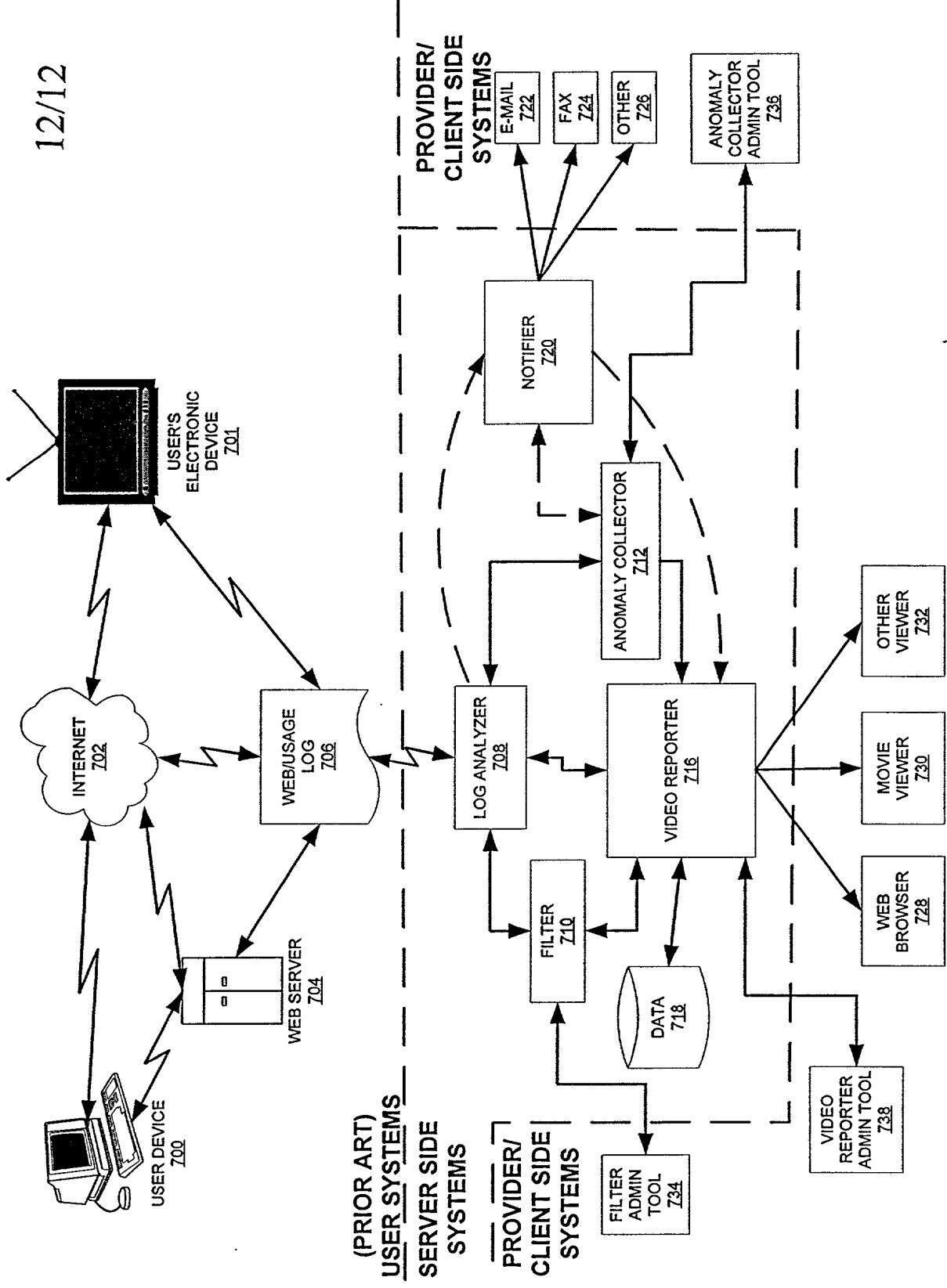


FIGURE 7